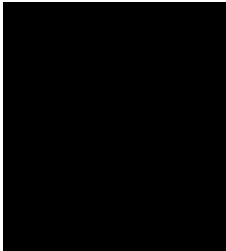


Ratecard

| Client    | Hold Co |
|-----------|---------|
| Army/ARNG | OMG     |
| USAF/USSF | OMG     |
| Navy      | WPP     |
| USMC      | WPP     |
| USPS      | IPG     |



| Client | Buying Door | Agency    | Hold Co | Payments Profile   |
|--------|-------------|-----------|---------|--|
| Army   | DV360       | OMD       | Omnicom |  |
| ARNG   | DV360       | OMD       | Omnicom |  |
| USAF   | Direct      | GSD&M     | Omnicom |  |
| USSF   | Direct      | GSD&M     | Omnicom |  |
| Navy   | Direct      | Wavemaker | Group M |  |
| USMC   | Direct      | Mindshare | Group M |  |

| <b>Sequential Liability</b>                          | <b>Demo</b>         | <b>guarnteed</b> |
|--|---------------------|------------------|
| US Department of Defense8807-8357-1919               | Influencers: 25+    | No               |
| US Department of Defense8807-8357-1919               | Influencers: 25+    | No               |
| UNITED STATES DEPARTMENT OF THE AIR FORCE; do 18-24) |                     | No               |
| UNITED STATES DEPARTMENT OF THE AIR FORCE; 18-44     |                     | No               |
| N/A  | 18-24               | No               |
| United States Marine Corps8921-1874-2783             | <b>M18-24 + DAR</b> | <b>YES</b>       |

| <b>Lineups?</b> | <b>Affinities?</b> | <b>Buys BOV?</b> | <b>Viewability Vendor</b> | <b>Viewability Billing</b> |
|-----------------|--------------------|------------------|---------------------------|----------------------------|
| No              | Yes                | No               | Double Verify             | N/A                        |
| No              | Yes                | No               | Double Verify             | N/A                        |
| check           | Sometimes          | No               | N/A                       | N/A                        |
| No              | buy                | No               | N/A                       | N/A                        |
| No              | Yes                | No               | MOAT                      | MOAT                       |
| No              | Yes                | No               | Nielsen DAR               | DAR Guarantee              |

**Viewability Vendor ID**



N/A

N/A

wavemaker

**Brand Safety Vendor**

Double Verify

Double Verify

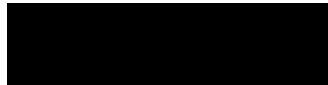
N/A

N/A

***Open Slate (TBD)***

***Open Slate (TBD)***

**Brand Safety Vendor ID**



N/A

N/A

***Open Slate (TBD)***

***Open Slate (TBD)***

| Brand Lift Vendor | Brand Lift Vendor ID | ADH Vendor       |
|-------------------|----------------------|------------------|
| Kantar            |                      | N/A Programmatic |
| Kantar            |                      | N/A Programmatic |
| Kantar            |                      | N/A              |
| N/A               | N/A                  | N/A              |
| N/A               | N/A                  | Innovid          |
| N/A               | N/A                  | Innovid          |

| ADH Vendor ID    | Include Brand Lift? | Include Search Lift?   |
|------------------|---------------------|------------------------|
| N/A Programmatic | Yes                 | Not possible via DV360 |
| N/A Programmatic | Yes                 | Not possible via DV360 |
| N/A              | Yes                 | Yes                    |
| N/A              | Yes                 | Yes                    |
|                  | Yes                 | Yes                    |
|                  | Yes                 | Yes                    |

| CAMPAIGN NAME                                    | PRODUCT | START DATE | END DATE   | BUDGET |
|--|---------|------------|------------|--------|
| Q2   |         |            |            |        |
| USAF FY20 Q2_INCREMENTAL_Zip Code Targeting      | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Extreme Sports          | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Technology              | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Gaming                  | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Beauty Fashion/Entertai | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Cars/Trucks/Racing      | GP      | 2020-04-01 | 2020-06-30 |        |
| USAF FY20 Q2_INCREMENTAL_Science/EDU             | GP      | 2020-04-01 | 2020-06-30 |        |
| Q2 2020 GP: USAF T.O. 017 Sight, Sound & Motion  | GP      | 2020-04-01 | 2020-06-30 |        |
| Q3   |         |            |            |        |
| USAF FY20 Q3_INCREMENTAL_Zip Code Targeting      | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Extreme Sports          | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Technology              | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Gaming                  | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Beauty Fashion/Entertai | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Cars/Trucks/Racing      | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Science/EDU             | GP      | 2020-07-01 | 2020-09-30 |        |
| USAF FY20 Q3_INCREMENTAL_Action Game Fans CDI    | GP      | 2020-07-01 | 2020-09-30 |        |
| Q3 2020 GP: USAF T.O. 017 Sight, Sound & Motion  | GP      | 2020-07-01 | 2020-09-30 |        |



| BART LINK        | BART ID | STATUS                | SEARCH LIFT              | Search Lift Updated to 2.0 |
|------------------|---------|-----------------------|--------------------------|----------------------------|
| https://bart.cor |         | Delivering            | COMPLETE                 |                            |
| https://bart.cor |         | Delivering            | N/A                      |                            |
| https://bart.cor |         | Delivering            | <a href="#">COMPLETE</a> |                            |
| https://bart.cor |         | Delivering            | COMPLETE                 |                            |
| https://bart.cor |         | Delivering            | COMPLETE                 |                            |
| https://bart.cor |         | Delivering            | COMPLETE                 |                            |
| https://bart.cor |         | Delivering            | COMPLETE                 |                            |
| https://bart.cor |         | Delivering            | <a href="#">N/A</a>      |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |
| https://bart.cor |         | Waiting for Creatives |                          |                            |
| https://bart.cor |         | Ready                 |                          |                            |

| COMMENTS | SHARED DOC | Original                             |
|----------|------------|--------------------------------------|
|          |            | BRAND - Air Force, US Air Force, USA |
|          |            | BRAND - Air Force, US Air Force, USA |

<https://docs.google.com/document/d/1D80CgUWwXG9FmTlYtRQdLHnZvE6Bz3e7/edit>

**Recommended SL 2.0**

Branch - Air Force, USAF, United States Air Force, AirForce.comRecruitment - Air Force Requirements, Air Force R

Branch - Air Force, USAF, United States Air Force, AirForce.comRecruitment - Air Force Requirements, Air Force R

| CAMPAIGN NAME                        | PRODUCT | START DATE | END DATE   | BUDGET |
|--------------------------------------|---------|------------|------------|--------|
| USMC FY20 Youtube Flight 1           | GP      | 2020-03-17 | 2020-03-31 |        |
| USMC FY20 Youtube Flight 1 (A18-24)  | GP      | 2020-04-01 | 2020-05-24 |        |
| USMC FY20 Youtube Flight 1 YT TV ONI | GP      | 2020-03-17 | 2020-05-24 |        |
| USMC FY20 Youtube Flight 2_July-Sept | GP      | 2020-07-27 | 2020-09-30 |        |
| USMC FY20 Youtube Flight 2_July-Sept | GP      | 2020-07-27 | 2020-09-30 |        |

| BART LINK          | BART ID | STATUS        | SEARCH LIFT | Search Lift Updated to 2.0                                     |
|--------------------|---------|---------------|-------------|--|
| https://bart.corp. |         | Expired       | COMPLETE    |  |
| https://bart.corp. |         | Underdelivery | FAILED      | We have some data in SL2 - <a href="https://sc">https://sc</a> |
| https://bart.corp. |         | Delivered     | N/A         |  |
| https://bart.corp. |         | Expired       | N/A         |  |
| https://bart.corp. |         | Expired       | N/A         |  |

**COMMENTS**

**SHARED DOC**

This was split due to underdelivery.

Original flight was until May 24

Looks like by default SL2 creates a ke

YTTV plan

YTTV plan

[Alyssa's doc](#) |

| CAMPAIGN NAME                           | PRODUCT | START DATE | END DATE   | BUDGET |
|---|---------|------------|------------|--------|
| Navy GP April/May 2020- Efficacy        | GP      | 2020-04-17 | 2020-05-31 |        |
| Navy GP April/May 2020- Attitude        | GP      | 2020-04-17 | 2020-05-31 |        |
| Navy May/June 2020 Job Security GP Book | GP      | 2020-05-11 | 2020-06-14 |        |
| Navy May/June 2020 Job Security GP Book | GP      | 2020-05-11 | 2020-05-13 |        |
| Navy May/June 2020 Job Security GP Book | GP      | 2020-05-13 | 2020-06-14 |        |
| Navy Job Security Jun-Aug 2020          | GP      |            |            |        |

| BART LINK                                     | BART ID | STATUS        | SEARCH LIFT | COMMENTS  | SHARED DOC  |
|---|---------|---------------|-------------|-----------|---|
| <a href="https://bart.co">https://bart.co</a> |         | Delivering    | FAILED      |           |   |
| <a href="https://bart.co">https://bart.co</a> |         | Delivering    | FAILED      |           | <a href="https://docs.google.com">https://docs.google.com</a> |
| <a href="https://bart.co">https://bart.co</a> |         | Sold          | N/A         | Cancelled |   |
| <a href="https://bart.co">https://bart.co</a> |         | Underdelivery | N/A         |           |   |
| <a href="https://bart.co">https://bart.co</a> |         | Delivering    | IN PROGRESS |           | <a href="https://docs.google.com">https://docs.google.com</a> |
| <a href="https://bart.co">https://bart.co</a> |         |               |             |           |   |



**Original**

**Recommended SL 2.0**

Navy, US Navy, Branch: Navy, US Navy, United States Navy, America's Navy, forged by the sea Jobs/Career

eer: navy career, navy jobs, what can I do in the navy, roles in the Navy, Navy Adventure Benefits: navy pay, US

navy salary, navy bonus, navy job security, navy \$40k, Recruitment: navy recruiter, contact navy recruiter, navy

sign up, join navy, enlist navy

| CAMPAIGN NAME                    | PRODUCT | START DATE | END DATE   | BUDGET |
|----------------------------------|---------|------------|------------|--------|
| Space Force- GP 05/14/20-8/31/20 | GP      | 2020-05-14 | 2020-08-31 |        |

| BART LINK   | BART ID | STATUS     | SEARCH LIFT | COMMENTS |
|---|---------|------------|-------------|----------|
| <a href="https://bart.corp.">https://bart.corp.</a> |         | Delivering | IN PROGRESS |          |

**SHARED DOC**

**Original**

**Recommended SL 2.0**

BRAND - Air Force, US Air Force Branch - Air Force, USAF, United S

| CAMPAIGN NAME   | PRODUCT | START DATE | END DATE   |
|---|---------|------------|------------|
| Army Influencers_FY20 Wave 2 Q2 (Mar 30 - Apr 26, 2020)       | GP      | 2020-03-30 | 2020-04-26 |
| Army Gen Z_FY20 Wave 2 Q2 (Mar 30 - Apr 26, 2020)             | GP      | 2020-03-30 | 2020-03-26 |
| Army Strategic Targets_FY20 Wave 2 Q2 (Mar 30 - May 14, 2020) | GP      | 2020-03-30 | 2020-05-14 |
| Army Influencers_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020)       | GP      | 2020-06-29 | 2020-06-30 |
| Army Gen Z_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020)             | GP      | 2020-06-29 | 2020-06-30 |
| Army Strategic Targets_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020) | GP      | 2020-06-29 | 2020-06-30 |



| BUDGET | BART LINK         | BART ID | STATUS        | SEARCH LIFT         | COMMENTS             |
|--------|-------------------|---------|---------------|---------------------|----------------------|
|        | https://bart.corp |         | Delivered     | <a href="#">N/A</a> |                      |
|        | https://bart.corp |         | Underdelivery | <a href="#">N/A</a> |                      |
|        | https://bart.corp |         | Delivered     | <a href="#">N/A</a> |                      |
|        | https://bart.corp |         |               | N/A                 | Media plan Cancelled |
|        | https://bart.corp |         |               | N/A                 | Media plan Cancelled |
|        | https://bart.corp |         |               | N/A                 | Media plan Cancelled |

**SHARED DOC**

<https://docs.goc>

| CAMPAIGN NAME                          | PRODUCT | START DATE | END DATE   | BUDGET |
|--|---------|------------|------------|--------|
| Army National Guard_FY20 Wave 2 Q2 (M  | GP      | 2020-03-30 | 2020-06-28 |        |
| Army National Guard_FY20 Wave 2 Q3 (Ji | GP      | 2020-06-29 | 2020-09-27 |        |

| BART LINK         | BART ID | STATUS     | SEARCH LIFT         | COMMENTS |
|-------------------|---------|------------|---------------------|----------|
| https://bart.corp |         | Delivering | <a href="#">N/A</a> |          |
| https://bart.corp |         | Ready      |                     |          |

**SHARED DOC**

<https://docs.goo>

| CAMPAIGN NAME          | PRODUCT | START DATE | END DATE   | BUDGET | BART LINK                                       |
|------------------------|---------|------------|------------|--------|---|
| USPS AMJ 2020_GM       | GP      | 2020-05-02 | 2020-06-21 |        | <a href="https://bart.com">https://bart.com</a> |
| USPS AMJ 2020_Hispanic | GP      | 2020-05-02 | 2020-06-28 |        | <a href="https://bart.com">https://bart.com</a> |
|                        |         |            |            |        |   |

| BART ID   | STATUS     | BLS FAILED | COMMENTS | SHARED DOC   |
|---|------------|------------|----------|--|
|  | Delivering | N/A        |          |  |
|   | Delivering | N/A        |          | <a href="https://docs.google.com">https://docs.goc</a> |